

Chapter 10 “Moving the Sale Forward” Quiz

1. Define the 2 tools used to assist the Solution Advisor during this stage.

Decision Support Plan: enables Team IBM and the client decision leader to identify and remove the remaining barriers to an IBM decision.

IBM Quick Proposal for Business Partners (Americas): templates to assist you in preparing a high-quality, comprehensive proposal for your sales opportunities.

2. Name 1 benefit of acquiring an IBM reference.

- Help from IBM in communicating the success of your IT projects and investments, which can highlight your industry leadership
- Broader potential exposure through articles in trade and business publications
- Potential to advance your career with experience from speaking at events and networking with your peers in other companies and industry specialists

3. Name 2 benefits of becoming an IBM client reference.

- Direct client communications
- Enhance media coverage
- Effective marketing material
- Video testimonials
- High profile speaking engagements

4. **True**/False

If you meet or exceed the client's expectation, you earn the right to ask for additional business and a reference.

5. **True**/False (provide a single point of contact to IBM)

Provide many points of contacts to IBM and be available as client's needs arise.